



Innovation is one of the hottest business topics today. A 2015 study by Deloitte indicated that most CEOs were worried about new ways to grow their core businesses, the threats of disruptive technologies and ways to unlock new channels for innovation. At the same time, a 2014 McKinsey study said that 94% of managers were “dissatisfied with their company’s innovation performance.” Governments around the world are looking for new ways to increase business development and capital markets continue to pay a premium to companies with a long-term record of innovation success.

Corporate University Research (CUR) has identified six keys to creating a culture of innovation. One key is the need to teach your organization key foundation skills, tools and techniques that allow them embrace innovation at all levels.

## Program Objectives

Participants will learn:

- A common definition for innovation;
- Key techniques including a process for mapping innovation ideas and practice leadership;
- A model for identifying the 12 types of innovation that can occur in organizations, the two most common approaches and the two characteristics that define how you organize for innovation;
- Six keys to creating a culture that sustains innovation over time;
- Key levers of control for executives.

## Duration:

The core program is 1 day, but can be customized as a 2-day or 3-day program including industry case reviews and a custom innovation tournament.

## Who should attend?

The program is designed for management and leadership teams, but can also be customized for work teams and can be delivered as a cascading program to multiple team levels of both managers and individual contributors.

## Participant preparation

Preparation depends on the program level and duration. Generally, each participant is expected to do the following:

- Pre-reading
- Read and prepare one case prior to the workshop.
- Prepare an optional self- assessment

## Outline

The format is a combination of small group exercises, role-plays, case dialogues and group presentations. The emphasis is on experiential learning where all participants are engaged in active preparation, discussion, practice and presentation activities. There is typically a preparation package of reading materials.

For More Information Contact:

**Peter McAteer**

[pmcateer@corpuresearch.com](mailto:pmcateer@corpuresearch.com)